



This email is to be used to follow-up with prospects who have expressed interest in working with you but didn't buy right away. As always, be sure to customize this accordingly. Any personal touches you can put in there (ie. inquiries on a workshop they planned to hold recently, health problems they were having, etc.) are helpful to make a connection and personalize the email. Notice that this email is using urgency without being pushy, by mentioning that there are only a few spots left right now, so if she wants to move forward we'd have to get started soon, or she may have to wait another month or two. It's putting the ball in their court, and letting them make the decision, while also giving them a reason to take prompt action. You can do the same with anything you're selling - a group program that starts soon and/or is near capacity; a sale that ends next week; limited openings for your private time.

**Subject line:** Checking in

**Email body:**

Hey {prospect name},

Hope you're having a fantastic new year so far! I just thought I'd touch base to see how things are going in your neck of the woods. Work keeping you busy? Hope things got wrapped up with {your client's} project okay. She was a joy to work with; thanks again for sending her my way! :)

I'm also touching base because I'm putting together my schedule of client work for the month of February and just trying to get an idea of whether I should set some time aside in my scheduling for your projects. Do you think you'll be wanting to move forward this month with the free giveaway review or any of the other projects we talked about? No rush, just wanting to get an idea of your timeline, and since we've talked for a few months about possibly working together, I wanted to give you first dibs on the open spots in my calendar. So just let me know if you'd like to set some time aside this month, otherwise we can always reconnect later when you're ready. Thanks, {prospect name}! Hope all is well in your world. :)

{signature}